

## DOCUMENT RESUME

ED 112 975

JC 750 526

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TITLE A Plan for: A Consumer Conference for Older Adults.  
INSTITUTION Palomar Coll., San Marcos, Calif.  
PUB DATE 8 Oct 75  
NOTE 29p.; Not available in hard copy due to marginal legibility of original document

EDRS PRICE MF-\$0.76 Plus Postage. HC Not Available from EDRS.  
DESCRIPTORS \*Conferences; \*Consumer Education; \*Junior Colleges; \*Older Adults; Program Evaluation; \*Program Planning; Senior Citizens; Workshops  
IDENTIFIERS Palomar Community College

## ABSTRACT

This document provides a step-by-step description of the planning and implementation of a two day consumer concerns conference for older adults held at Palomar Community College (California). The bulk of the document is made up of practical discussions of such planning phases as facility selection and decoration, conference publicity, snack and luncheon serving, and speaker selection. In addition to the keynote speaker, Josephine Smith, more than 30 speakers conducted workshops, including: consumer fraud, mobile home park problems, nutrition, home security, drug buying, tax information, legal counseling, wills, estate planning, blood pressure, medicine, and medical quackery. Of about 250 conference participants, 76 were interviewed for conference evaluation purposes by a group of volunteers in conjunction with the class "Psychology of Aging." All of the workshop topics were well received, and 75 percent of the respondents indicated that they would attend another conference. Seventy-two percent said the conference met their expectations, and 42 percent said they would like several conferences at Palomar College. In response to questions dealing with curriculum planning, the respondents indicated more interest in enrichment courses than in those of academic value. (NHM)

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PALOMAR COMMUNITY COLLEGE  
DIVISION OF CONTINUING EDUCATION AND COMMUNITY SERVICES  
SAN MARCOS, CALIFORNIA

A PLAN FOR:

A CONSUMER CONFERENCE FOR OLDER ADULTS

Submitted by: Selma Zarakov, Coordinator  
Programming for Older Adults  
Gerontology

October 8, 1975

ED112975

JL 750 526

PALOMAR COMMUNITY COLLEGE  
San Marcos, California

Preparation for the Consumer Concerns Conference  
May 16 - 17, 1975

Selma Zarakov, Coordinator  
Programming for Older Adults

Funding for the Project

The coordinator of the Consumer Concerns Conference at Palomar College, made the initial contact with the manager of Empire Savings and Loan Association in San Marcos, requesting funds to enhance the Conference. Empire Savings and Loan Association offered to pay for refreshments for both days, May 16-17, lunch on May 17, transportation for those in need, decorations, name tags, miscellaneous give-aways, and the honorarium for the luncheon keynote speaker.

There were three meetings after the initial contact to keep him updated on all plans and activities scheduled for the Conference. The bank representative participated in two of the four meetings of the committee to plan the Conference. Empire Savings and Loan suggested a \$1500.00 maximum allowance. We spent only \$780.00 and lunch by our school cafeteria was 75¢ per person.

Committee to Organize the Conference

This committee was formed via telephone from members of the Senior Advisory Council to the Older Adult Program at Palomar College. Ten to thirteen persons attended the meetings. Four meetings were held - January 28, February 24, April 7, and May 5. No minutes were taken on the January 28 and May 5 meetings, although each of us took some notes. The committee mainly acted as advisors. They advised the coordinator about persons to contact as workshop speakers, type of luncheon which might be appropriate for older adults, publicity ideas and techniques, possible keynote speakers for the luncheon on May 17, the types of literature to distribute, and other comments and ideas to include in the Conference. The committee met in two places; the first two meetings were held in the Family and Consumer Sciences Building near the campus, the latter two in Greenwood Hills Mobile Home Park clubhouse. Coffee was furnished and at two of the meetings lunches were served.

The lunches served were trial lunches proposed for the Conference. The Family and Consumer Sciences Department paid for the food, since it was a cooking class that prepared the meals as part of the Vocational Education Food Preparation and Service Class. During the first meeting, only coffee was served and at the last meeting, we brought our own lunch.

#### Workshop Speakers

Everyone on the committee helped in referring workshop speakers for the Conference. Some of the members of the committee personally contacted speakers, and others made initial contacts over the phone. Each speaker received a formal invitation. We began committing speakers during the last part of February; the last speaker to be contacted was on April 25, 1975. See Exhibit "A" for a list of the workshop speakers, phone numbers, addresses, and their topics. On April 16, we met with six of the workshop speakers in the Family and Consumer Sciences Building. No minutes of the meeting were taken. The purpose of the Conference and some of the activities and other topics to be reviewed at the Conference were discussed. To speakers who were unable to attend the meeting, we mailed a letter describing the meeting, along with a list of other speakers and a description of their topics.

#### Keynote Speaker

The committee brainstormed persons to investigate as a meaningful keynote speaker. Josephine Smith was the speaker we contacted first. We chose her for two reasons: 1) she had successfully addressed two previous gerontology workshops at other colleges 2) two members of the committee said she was an excellent and dynamic speaker, one with whom senior citizens identified readily. Mrs. Smith is also a Gray Panther. She accepted our invitation with an honorarium of \$100.00. She and her husband stayed at the Quail's Inn in San Marcos.

#### Publicity

We began releasing publicity for the Conference on February 20 to agencies serving senior citizens, however we asked these agencies to hold all publicity until April 1, 1975. We felt that before

that date would be too soon to begin advertising because most older people do not make plans three months in advance. On March 22, a representative went to KSON Radio Station to record an interview publicizing the Conference. The interview lasted 25 minutes and was aired April 13, 1975 on a senior citizens program.

A flyer was mailed to all Palomar Gold Card holders, advertising the Conference and asking pre-registration. We planned to limit registration to 350 persons and felt the Gold Card holders should have the first opportunity for registration. Since we didn't get the response anticipated, we decided to concentrate all our efforts on publicity. This included newspaper articles, distribution of flyers, speaking to mobile home parks at their monthly business meetings, mailing information to mobile home parks in Ramona, Fallbrook, Vista, Oceanside, Escondido, Poway, and San Marcos, and asking radio stations to help us with publicity. We spoke at the Joslyn Center and Vista Nutrition Center to groups of senior citizens to help promote the Conference. We began pushing for publicity on April 28, because at the time, there were only 88 persons who had pre-registered. (See Exhibit "B" for a list of the places to which we mailed publicity letters)

#### Reservations on Campus

In March we began reserving classrooms on campus for the workshops to be conducted. We found the people preferred to stay close to the Dome, a large conference hall, rather than being guided around the campus to other workshops outside the Dome. So, on Friday afternoon, we moved some of the workshops into the Dome. On Saturday, we all moved into the Dome.

People attending the Conference on Friday did not have any parking problems as most students have morning classes and leave the campus by 2:00 p.m.

The Palomar gardener gave us roses from the Palomar College Rose Garden to put on each table on Saturday, May 17. He also gave us five potted plants for decorations. The plants really brightened up the Dome and we received several compliments from the participants. We received permission from the head of maintenance to use two, 3-dimensional maps. We planned to put the maps in the lobby of

the Dome (they are both 3 feet square). We felt the 3-dimensional maps might interest participants and facilitate exploration of the campus.

For physical set-up of the Dome, see Exhibit "C", it is a map of the main Dome floor and lobby.

### Literature

In February 1975, Texaco began advertising booklets which were available at participating service stations. The booklet, How to Get Along With Your Car, was supplied to us by a Texaco station. The owner gave us 40 free copies. These booklets were used by the Automobile Association of America representative from Escondido to give to participants in his workshop on Automobile Insurance. The Graphic Arts Department printed the white envelopes used as packets for storing literature by the participants, name tags, and programs for the Conference. Green name tags were given to participants and blue to volunteers, workshop speakers, and other invited officials. We ordered all materials to be printed three weeks prior to the Conference. The Sociology of Aging class stuffed the envelopes with materials for the participants.

Each of the participants' packets included: a map of the campus, a pen and pad furnished by Allstate Savings and Loan Association in Escondido, green name tag, program, and a description of the workshops to be conducted on Friday afternoon sessions, Saturday morning sessions, and Saturday afternoon sessions. We used a different color of paper for each major session to make it easier for people to understand the changes in sessions. See Exhibit "D" as a sample of the packet given to participants.

Other literature available was placed on two tables near the entrance of the main floor of the Dome. This free literature included: emergency ambulance phone numbers, CALPIRG Reports (California Public Interest Research Group at San Diego State University), 1001 Things You Can Get Free (paperback furnished by Empire Savings and Loan Association in San Marcos), literature on Consumer Fraud, Onguard Bunco (furnished by the Attorney General's office in San Diego), several copies of the Senior Citizens Directory (published in May 1975 by Joslyn Center in Escondido and Glendale Federal Savings in Escondido), Satellite

College flyer (printed in Summer 1974), maps of the campus, telephone numbers of the different departments on campus, Gold Card applications, and a bibliography on gerontology books available in the library at Palomar College.

#### Luncheon and Snacks

By serving lunch in the Palomar Dome, we faced limitations on the type of luncheon to serve. The Chairperson of Luncheon and Workshops wanted to serve soup and salad, but to serve soup would present problems. It would be difficult to transport soup from the kitchen to the Dome, and it would also be difficult to keep the soup warm. So it was decided to have sandwiches and salad. People made their own sandwiches from a choice of wheat or white bread with sliced American cheese, ham, or bologna. We also had baked beans, tossed green salad, potato salad, and cole slaw. We set up three food stations in the Dome. We felt this would help prevent long lines and people could serve themselves on either sides of the tables. Each table had the same foods and paper goods were used as utensils. Only coffee was available as a beverage. For dessert, doughnuts and cake were served. Coffee and snacks were available throughout the Conference. May 16, cake was available all afternoon. May 17, doughnuts were served during the morning and after lunch. During the afternoon, cake was served. We had only one coffee urn, which was a mistake. However, we did have plenty of snacks, in fact  $\frac{1}{2}$  sheet cake was left over Saturday afternoon. Coffee was the only beverage available. This was poor because some people prefer punch and tea.

#### Displays

In order to demonstrate the Satellite Classes, classes for Older Adults off campus, we had three displays. The displays were of Art/Mixed Media classes, Woodcarving classes, and Plant Parenthood classes. Also displayed were 10 books on gerontology, which were available in the library on campus. See Exhibit "E" for a list of the books displayed. Many people felt we didn't have enough displays at the Conference, even though the displays covered five tables.

### Volunteers

May 7, we sent out memo's to persons on campus asking them to ask their students if they would like to volunteer in working at the Conference: Chairperson P.E. Department, Chairperson Behavioral Sciences, and we asked the ASB President and ASB Representatives for student volunteers. We were sent volunteers by many departments and campus clubs. See exhibit "F".

### Evaluation

During the Conference on both days, students from psychology and sociology classes interviewed participants to find out their reactions to the Conference and to Palomar College. We wanted to know if Palomar College could serve them in other ways and how to reach older persons more effectively. See Exhibit "G" for the findings.

### Constructive Criticism

(Student placement and coordinator consensus)

- 1) On both days, the welcoming began at least a half-hour late. I heard people complaining about this. Especially on Saturday, as we were supposed to begin at 9:00 a.m. and didn't start until 9:30. People even came early at 8:30. Older adults seem to arrive early and tend to leave early to avoid traffic problems.
- 2) Many people were disappointed because we only offered coffee to drink instead of a variety such as tea or punch, or even cold water.
- 3) Although we ordered food for 400 persons, we only served at the most 300. I felt if we would have had any more than 325 people, we wouldn't have been able to serve all. Also, ham sandwiches proved to be the favorite. Those present had larger appetites than we had anticipated.
- 4) I felt we should have had more displays of our classes, also volunteers should have been more informed of the Satellite classes and meaning of the Gold Card.
- 5) Volunteers should have been better organized. This could have been accomplished by assigning one person to take care of all the volunteers needs and assigning them to tasks.
- 6) Many people felt flyers to Gold Card holders were mailed too soon. They were mailed 6 weeks in advance and most people

do not make plans that far ahead. This may be one of the reasons we didn't get the response expected from the Gold Card holders.

7) Even though we did mail information out to many of the mobile home parks in the Palomar College District, perhaps we should have followed up with a phone call, to personally ask the manager to post the information on the bulletin board in the office or clubhouse.

8) Many people complained that there wasn't much publicity, but I feel there was. We had newspaper articles and it was on the radio.

9) In the area of publicity, we neglected to make posters and distribute them around the communities. Also, flyers were not well distributed. Perhaps this could have been facilitated by asking students to distribute them wherever they went.

10) A solution to the problem of not being able to hear the workshop leader would be to arrange the tables in groups of fours.

11) I felt we really didn't encourage the participants to take a walk and visit the campus. However, this would have added another time dimension to the Conference. I think if this would have been done, it could increase enrollment for the next semester and could have made people feel more at ease at the college.

12) Those workshops which were especially popular were: Sheriff's Department and lock display, Cooking for One and Two, Income Tax Changes and Health Insurance, Health Quackery, Drugs and the Elderly, and Mobile Home Park Problems.

Over all the Conference was a distinct success and these insights are constructive to next year's plans.

Workshop Leaders:

Richard Dodson- Automobile Association of America, Escondido

Carla Bouchard- Dietician and Instructor at Palomar College

Charlene Cumming- San Diego Gas and Electric, Escondido

Malcolm Chadwell- Sr. volunteer from Attorney Generals Office in San Diego

Dennis McCartin - DEFY (Drug Education for You) , Carlsbad

Michael Dobbins - San Diego County Sheriff's Dept. in San Diego

Michael Polancic- Escondido Senior Services Council

Bob Clark

Mary Holley

Fred Luchsinger

Will Gibson

Wallace Schafer - Escondido Senior Services Council

John Jay Earle

Rudi Goldsmith

George Munkers

Admiral Steve Sherwood - Escondido Senior Services Council. He is also a member of the Senior Advisory Council at Palomar College.

William Gavin - Attorney-at-Law in San Diego

Mary Lynn Noriega- Secreatry of San Diego Memorial Society

Donald Jolly- From Home office of Empire Savings and Loan Association in Van Nays

Dr. Ray A. Livernois - Chiropractor in San Marcos

Dr. George LeBeau - Chiropractor in Oceanside

Thomas Lyons, M.D.- General Surgeon in La Mesa

Margarite Schwarzman - Active Senior Citizen in San Diego

Carl Wennerberg -- Advocate for Senior Citizens in Valley Center

Stephen Webster - Attorney-at-Law in San Marcos

Edward Guell - Trust Officer, Bank of America in San Diego

Forest West - San Diego Federal Savings and Loan Associaton, Escondido

Potential Speakers

CALPIRG (California Public Interest Research Group)  
5401 College Ave.  
San Diego, Ca.

286-6592

Subject: Consumer Fraud,  
specific types. Have  
speakers breau.

California Dept. of Justice  
A. Ken Morales  
Deputy Attorney General

110 West 'A' St. Suite 600  
San Diego, Ca. 92101

236-7757

Subject: Deputy Attorney  
General. Consumer fraud.

Dr. Ruth Harmer  
437 Crane Blvd.  
Los Angeles, Ca, 90065

(213) 225-4839

Subject: Funeral Co-ops.

Jannette Krust

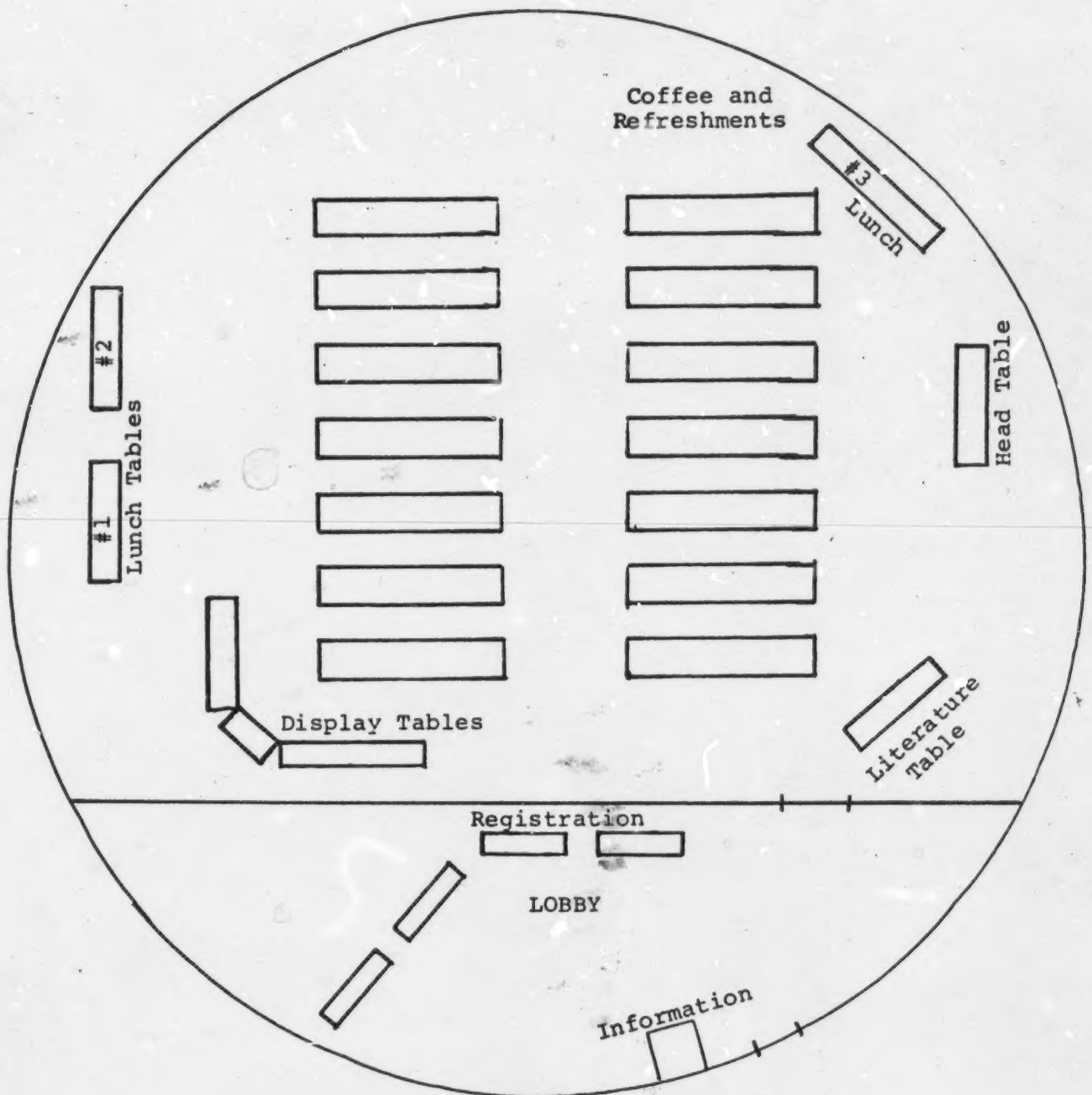
Subject: Nursing homes and  
care.

Pal Anderson  
P.O. Box 898  
Valley Center, Ca. 92082

749--1129

Subject: Aspects of good  
business and businessmen.

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PALOMAR DOME

May 16, 1975

## Friday Afternoon Sessions

Begin at 2:00 - Visit each as long as you like!

| <u>Room</u> | <u>Speaker</u>                                           | <u>Topic</u>                                                                                                          |
|-------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| DOME        | Carla Bouchard                                           | Cooking demonstrations and discussion on fun in nutrition and shopping.                                               |
| O-13        | Malcolm Chadwell                                         | Film & discussion on recognizing consumer fraud.                                                                      |
| O-11        | Charlene Cumming                                         | Film & discussion on shopping awareness, reading labels and storing food.                                             |
| LS-16       | Richard Dodson                                           | Discussion on evaluating automobile insurance policies and the legal requirements in California.                      |
| DOME        | Michael Lobbins                                          | Film & discussion on contemporary consumer fraud in No. County and display on security devices.                       |
| DOME        | Rudi Goldsmith<br>John Jay Earle<br>(panel)              | Two panel discussions. One on estate planning, will, and probate.                                                     |
|             | George Munkers<br>Wallace Schafer                        | Panel discussion on health insurance & claims.                                                                        |
| P-9         | Robert Clark<br>William Gibson<br>Mary Holley<br>(panel) | Panel discussion; 1974 tax rebates, 1975 income tax changes, social security bonus payments & supplementary payments. |
|             | Michael Polancic<br>Fred Lucksinger                      | Panel discussion; 1974-75 real estate tax refund, renters credit, & home-owners exemptions.                           |
| P-22        | Donald Jolly                                             | Becoming more involved & active as a senior citizen                                                                   |
| O-12        | Dr. George LeBeau                                        | Discussion on understanding Chiropractic.                                                                             |
| F-9         | Dr. Thomas Lyons                                         | The types, schemes & tricks in medical quackery.                                                                      |
| F-12        | Dennis McCartin                                          | Discussion on drug buying, generic names vs. brand names, drug reactions and medicine safety.                         |
| DOME        | Admiral Steve Sherwood                                   | Organizing a Senior Service Council in your community                                                                 |
| F-23        | Stephen Webster<br>Forest West                           | Discussion on estate planning, wills, trusts, joint tenancy and community property.                                   |
| F-10        | Carl Wennerberg                                          | Discussion on mobile home park problems and how to deal with them.                                                    |

May 17, 1975

Saturday Morning Sessions

Begin at 9:30 - Visit each as long as you like!

| <u>Room</u> | <u>Speaker</u>                                                                                  | <u>Topic</u>                                                                                                                                                                                                                 |
|-------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DOME        | Carla Bouchard                                                                                  | Cooking demonstrations & discussion on fun in nutrition and shopping.                                                                                                                                                        |
| O-13        | Malcolm Chadwell                                                                                | Film & discussion on recognizing consumer fraud.                                                                                                                                                                             |
| DOME        | Michael Dobbins                                                                                 | Film & discussion on contemporary consumer fraud in No. County and display on security devices.                                                                                                                              |
| P-11        | Richard Dodson                                                                                  | Discussion on evaluating automobile insurance policies and the legal requirements in California.                                                                                                                             |
| DOME        | John Jay Earle<br>Rudi Goldsmith<br>(panel)<br>George Munkers<br>Wallace Schafer                | Two panel discussions. One on estate planning, will and probate.<br><br>Panel discussion on health insurance and claims.                                                                                                     |
| F-22        | William Gavin<br>Mary Lynn Noriega                                                              | The effectiveness & desirability of funeral co-operatives.                                                                                                                                                                   |
| P-5         | Dr. George LeBeau<br>Dr. Ray Livernois                                                          | Slide presentation and discussion on whiplash injuries.                                                                                                                                                                      |
| F-9         | Dr. Thomas Lyons                                                                                | The types, schemes and tricks in medical quackery.                                                                                                                                                                           |
| P-9         | Fred Lucksinger<br>Michael Polancic<br>(panel)<br>Robert Clark<br>Mary Holley<br>William Gibson | Panel Discussion; 1974-75 real estate tax refund, renters credit, and home-owners exemptions.<br><br>Panel discussion; 1974 tax rebates, 1975 income tax changes, social security bonus payments and supplementary payments. |
| F-12        | Dennis McCartin                                                                                 | Discussion on drug buying, generic names vs. brand names, drug reactions and medicine safety.                                                                                                                                |
| P-1         | Margarite Schwarzman                                                                            | Community involvement, volunteer work & living alone                                                                                                                                                                         |
| DOME        | Admiral Steve Sherwood                                                                          | Organizing a Senior Service Council in your community                                                                                                                                                                        |
| F-23        | Stephen Webster<br>Edward Guell                                                                 | Discussion on estate planning, wills, trusts, joint tenancy and community property.                                                                                                                                          |
| F-10        | Carl Wennerberg                                                                                 | Discussion on mobile home park problems and how to deal with them.                                                                                                                                                           |

May 17, 1975

Saturday Afternoon Sessions

Begin at 1:30 - Visit each as long as you like!

| <u>Room</u> | <u>Speaker</u>                                                                                  | <u>Topic</u>                                                                                                                                                                                                               |
|-------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DCME        | Carla Bouchard                                                                                  | Cooking demonstrations and discussion on fun in nutrition and shopping.                                                                                                                                                    |
| O-13        | Malcolm Chadwell                                                                                | Film & discussion on recognizing consumer fraud.                                                                                                                                                                           |
| DCME        | Michael Dobbins                                                                                 | Film & discussion on contemporary consumer fraud in No. County and display on security devices.                                                                                                                            |
| P-11        | Richard Dodson                                                                                  | Discussion on evaluating automobile insurance policies & the legal requirements in California.                                                                                                                             |
| DCME        | John Jay Earle<br>Rudi Goldsmith<br>(panel)<br>George Munkers<br>Wallace Schafer                | Two panel discussions. One on estate planning, will and probate.<br><br>Panel discussion on health insurance & claims.                                                                                                     |
| F-22        | William Gavin<br>Mary Lynn Noriega                                                              | The effectiveness and desirability of funeral co-operatives.                                                                                                                                                               |
| O-12        | Dr. Ray Livernois                                                                               | Film & discussion on understanding the mechanics and philosophy of Chiropractic.                                                                                                                                           |
| P-9         | Fred Lucksinger<br>Michael Polancic<br>(panel)<br>Robert Clark<br>William Gibson<br>Mary Holley | Panel discussion; 1974-75 real estate tax refund, renters credit, & home-owners exemptions.<br><br>Panel discussion; 1974 tax rebates, 1975 income tax changes, social security bonus payments and supplementary payments. |
| F-9         | Dr. Thomas Lyons                                                                                | The types, schemes and tricks in medical quackery.                                                                                                                                                                         |
| F-12        | Dennis McCartin                                                                                 | Discussion on drug buying, generic names vs. brand names, drug reactions and medicine safety.                                                                                                                              |
| P-1         | Margarite Schwarzman                                                                            | Community involvement, volunteer work & living alone                                                                                                                                                                       |
| DCME        | Admiral Steve Sherwood                                                                          | Organizing a Senior Service Council in your community                                                                                                                                                                      |
| F-23        | Stephen Webster                                                                                 | Discussion of types of consumer problems and how to effectively deal with them.                                                                                                                                            |
| F-10        | Carl Wennerberg                                                                                 | Discussion on mobile home park problems and how to deal with them.                                                                                                                                                         |

Saturday, May 17 - Afternoon Session

| <u>Room</u> | <u>Speaker</u>                                                                           | <u>Topic</u>                                                                                                                                                                                                                                                                                                                   |
|-------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DOME        | Carla Bouchard                                                                           | Dietician at Palomar College<br>"Cooking for One and Two"<br>1. Fun in nutrition, shopping<br>2. Demonstrations                                                                                                                                                                                                                |
| C-13        | Malcolm Chadwell                                                                         | California Department of Justice, Attorney General<br>Younger's office, San Diego<br>"Onguard Bunco"<br>1. Film - "Onguard Bunco"<br>2. Discussion, door-to-door sales, con-games,<br>recognizing consumer fraud.                                                                                                              |
| DOME        | Michael Robbins                                                                          | Deputy Sheriff, Crime Prevention Unit of San Diego<br>County Sheriff's Department<br>"Bunco Boys"<br>1. Film - "Bunco Boys"<br>2. Dealing with consumer fraud in North County<br>3. Display of security devices                                                                                                                |
| P-11        | Richard Dodson                                                                           | Automobile Association of America, Escondido<br>"Automobile Insurance"<br>1. California legal requirements and their meaning<br>2. Comparing rates, evaluating your policy.                                                                                                                                                    |
| DOME        | John Jay Earle<br>Rudi Goldsmith<br>George Munkers<br>Wallace Schafer                    | Escondido Senior Services Council<br>"Estate Planning and Health Insurance"<br>1. Panel - Wills and probate<br>2. Panel - Health Insurance and claims                                                                                                                                                                          |
| O-12        | Dr. Ray Livernois                                                                        | Chiropractor, Vista<br>"The Life Within You"<br>1. Film - "The Life Within You"<br>2. Discussion, questions & answers, literature                                                                                                                                                                                              |
| P-9         | Fred Lucksinger<br>Michael Polancic<br><br>Robert Clark<br>William Gibson<br>Mary Holley | Escondido Senior Services Council<br>"Federal and California Tax Benefits"<br>1. 1974-75 real estate tax refund<br>2. Renters credit<br>3. Home-owners exemptions (real estate taxes)<br><br>4. 1974 Tax rebate<br>5. 1975 income tax changes<br>6. Social security bonus payments<br>7. Supplemental social security payments |
| F-9         | Dr. Thomas Lyons                                                                         | Surgeon, La Mesa<br>"Medical Quackery"<br>1. Types, schemes, and tricks, -who, when, & how.                                                                                                                                                                                                                                    |

Saturday, May 17 - Afternoon session, Cont'd:

| <u>Room</u> | <u>Speaker</u>          | <u>Topic</u>                                                                                                                                                                                      |
|-------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| F-12        | Dennis McCartin         | DEFY (Drug Education for You)<br>"Drugs and the Elderly"<br>1. Generic drugs vs. brand name drugs<br>2. Prescriptions for drug buying<br>3. Medicine safety<br>4. Adverse drug reactions          |
| P-1         | Margarite Schwarzman    | Active Senior Citizens, San Diego<br>"Independent You"<br>1. Community Involvement<br>2. Volunteer Work<br>3. Living Alone                                                                        |
| DONE        | Admiral Steve Sherwood, | Escondido Senior Services Council<br>"Organizing a Senior Service Council in Your<br>Community"<br>1. When, who, and how.                                                                         |
| F-23        | Stephen Webster         | Attorney-at-Law, San Marcos<br>"Consumer Affairs"<br>1. Types of consumer problems and dealing with<br>them effectively.                                                                          |
| F-10        | Carl Wannerberg         | Advocate for Older Adults, Valley Center<br>"Mobile Home Park Problems"<br>1. Mobile home living<br>2. Legal aspects and regulations<br>3. Dealing effectively with mobile home park<br>problems. |

Books on Display at the Conference

- 1) Carp, Frances M., Retirement, Behavioral Publications, N.Y., N.Y. 1972
- 2) Collins, Thomas, The Golden Years, John Day Co., N.Y., 1956
- 3) Cooley, Leland Frederick and Leland Morrison, How to Avoid the Retirement Trap, Nash Publishing, L.A., CA 1972
- 4) de Beauvoir, Simone, The Coming of Age, Warner Paperback Library May, 1973
- 5) DeVries, Dr. Herbert A., Vigor Regained, Prentice Hall Inc. New Jersey, 1974
- 6) Guild, Warren R., Stuart Cowan, Samm Sinclair Baker, Vigor for Men Over 30, Macmillan Company, 1967
- 7) Henley, Schwartz, Zeitz, The Elderly Ambulatory Patient, Macmillan Company, 1964
- 8) Lang, Gladys Engel, ed., Old Age in America, H.W. Wilson, N.Y. 1961
- 9) Thrasher, Dr. Marion, Long Life in California, M.A. Donahue Co., Chicago, 1915
- 10) Wolff, Kurt, The Biological, Sociological, and Psychological Aspects of Aging, Charles C. Thomas, Bannerhouse, Ill 1959

New Registration for Conference

1. Ask name and address, how long lived in San Diego County? Please sign card.
2. Take \$1 and write out receipt, give them the white copy.
3. Print name on name tag and hand them white envelope, lunch ticket for May 17, and advise them of contents of envelope:
  - a. Map of campus
  - b. Pen and Pad
  - c. Program
  - d. Description of workshops
4. Direct to main Dome floor for Welcoming.
5. Ask if they have a gold card. If not, give them application.

SMILE!!      RELAX!!      HAVE A GOOD DAY!!      THANK YOU FOR COMING!!!!

Pre-Registered Greeters

1. Ask name.
2. Ask how long have they lived in San Diego County.
3. Have them sign registration card.
4. Hand out white envelope and advise them of contents:
  - a. receipt of payment for pre-registration
  - b. Lunch ticket for May 17
  - c. Map of campus
  - d. Pen and Pad
  - e. Program
  - f. Description of workshops
5. Direct to main Dome floor for Welcoming

SMILE!!      RELAX!!      HAVE A GOOD DAY!!      THANK YOU FOR COMING!!!

Registrants

1. Talk clearly - ask name - SMILE
2. If 20 people are already registered, encourage to attend another - but don't push!
3. Direct them to their workshop. Show them on their map.

SMILE!!      RELAX!!      HAVE A GOOD DAY!!      THANK YOU FOR COMING!!!

Student Guides for Workshop Leader.

"Hello...my name is \_\_\_\_\_. I'll show you to where your workshop is to take place."

1. Offer to help set up workshop if assistance is needed.
2. If the instructor will be in a different room the next day, offer to take him (her) to the classroom.

SMILE!!      RELAX!!      HAVE A GOOD DAY!!      THANK YOU FOR COMING!!!

Information Booth

1. Conduct all official visitors to Selma Zarakov.
2. Conduct all workshop leaders to Margaret Gunther or Lynn Dowling.
3. Conduct all volunteers to help with the luncheon to Margaret Gunther.
4. Information booth will also act as lost and found.
5. Direct persons to registration or greeting table.

## PALOMAR COLLEGE

EDUCATIONAL AND PERSONAL NEEDS  
ASSESSMENT

WHO YOU ARE AND WHERE YOU NOW RESIDE:

NAME: \_\_\_\_\_ M F  
 ADDRESS: \_\_\_\_\_ PHONE NO. \_\_\_\_\_

## I. GOLD CARD

- A. Are you a Gold Card holder? Yes \_\_\_\_\_ No \_\_\_\_\_  
 B. Do you use your Gold Card for:  
 Identification? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Activities presented on the Palomar College campus? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Discounts in general shopping? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Putnam Library? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Do you know we have books in large print? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Other uses: \_\_\_\_\_

## II. WHAT IS PALOMAR COLLEGE DOING FOR YOU NOW?

- |                                                              | <u>ON CAMPUS</u> | <u>OFF CAMPUS</u> |
|--------------------------------------------------------------|------------------|-------------------|
| A. Do you now attend Palomar classes?                        | _____            | _____             |
| B. If so, how many classes?                                  | _____            | _____             |
| Morning _____ Afternoon _____ Evening _____                  |                  |                   |
| C. Do the classes involve:                                   |                  |                   |
| Job Skills?                                                  | _____            | _____             |
| Physical Fitness?                                            | _____            | _____             |
| Arts or crafts?                                              | _____            | _____             |
| Self-search or philosophy?                                   | _____            | _____             |
| Languages?                                                   | _____            | _____             |
| Academic subjects (Science, Literature, Math)?               | _____            | _____             |
| T.V. Classes?                                                | _____            | _____             |
| Consumer subjects (Investments, nutrition, home decorating)? | _____            | _____             |

## III. WHAT KINDS OF PROGRAMS AT PALOMAR COLLEGE WOULD BE INTERESTING TO YOU?

- A. Would you be interested in:  
 Full or part time work preparation? \_\_\_\_\_  
 Retirement, investment or money management advice? \_\_\_\_\_  
 Instruction in writing, painting, crafts, or playing a musical instrument? \_\_\_\_\_  
 Meeting other people? \_\_\_\_\_  
 Opportunities for self-improvement such as nutrition, good grooming, and exercise classes? \_\_\_\_\_  
 Credit courses? \_\_\_\_\_ Non credit courses? \_\_\_\_\_  
 Other: \_\_\_\_\_

## IV. HOW ABOUT YOU TEACHING OR TUTORING?

- A. Have you skills or an academic background that you would share in a teaching capacity? Yes \_\_\_\_\_ No \_\_\_\_\_ Tutoring? Yes \_\_\_\_\_ No \_\_\_\_\_  
 If so, what are these? \_\_\_\_\_  
 Would you be interested in tutoring children \_\_\_\_\_ adults \_\_\_\_\_ veterans \_\_\_\_\_.

## EDUCATIONAL AND PERSONAL NEEDS ASSESSMENT Cont'd.

## V. WHAT COMMUNITY SERVICES MIGHT PALOMAR COLLEGE PROVIDE?

- Lectures? \_\_\_\_\_ A Senior Center or Club? \_\_\_\_\_  
 Concerts? \_\_\_\_\_ Pre-retirement program? \_\_\_\_\_  
 Travel movies? \_\_\_\_\_ Career counseling? \_\_\_\_\_  
 Recreational & social activities? \_\_\_\_\_ Personal or group counseling? \_\_\_\_\_
- A. Would you like the opportunity to work with the Child Development, Veteran, Bi-lingual, Multi-cultural centers at Palomar? Yes \_\_\_\_\_ No \_\_\_\_\_  
 If so, which one? \_\_\_\_\_
- B. If Palomar College could provide free legal counseling at the campus, would this be of interest to you? Yes \_\_\_\_\_ No \_\_\_\_\_
- C. Would you enjoy helping in the preparation of a monthly or quarterly Senior Newsletter? Yes \_\_\_\_\_ No \_\_\_\_\_
- D. Should the college do more social activities? Yes \_\_\_\_\_ No \_\_\_\_\_  
 If so, what suggestions do you have? \_\_\_\_\_

## VI. THIS CONFERENCE

- A. Would you attend another conference like this one? Yes \_\_\_\_\_ No \_\_\_\_\_
- B. Did we meet your expectations? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Did we fail? Yes \_\_\_\_\_ No \_\_\_\_\_
- C. Which were the most meaningful parts of this conference to you? \_\_\_\_\_
- D. Would you like several conferences at Palomar College? Yes \_\_\_\_\_ No \_\_\_\_\_
- E. What subjects might future conferences deal with? \_\_\_\_\_  
 \_\_\_\_\_

CONSUMER CONFERENCE  
FOR SENIOR ADULTS

The conference on consumer affairs, held on Friday, May 16 and Saturday, May 17, 1975 was open to Gold Card holders and other senior adults. The primary purpose of the conference was to bring enrichment in education of Consumer Affairs.

SURVEY PLANNING

An extensive amount of planning went into preparing for the conference. In excess of 30 speakers were obtained for the different workshops that were available to the senior adults.

A group of volunteers working on the survey met once a week in one-half hour session for approximately six weeks. This was in conjunction with the class "Psychology of Aging". We reviewed the last questionnaire that was used. Some questions were revised, deleted and new questions were added. The methods of interviewing were discussed and a sheet was attached to the questionnaires the day of the conference covering the following information:

BE FRIENDLY

BE PATIENT

BE CONFIDENT

1. Introduce yourself and explain project
2. Take your time - get comfortable
3. After inquiry is over, place a 'dot' on the person's nametag so he/she won't be bothered
4. Thank person
5. Note your impressions

We also received a sheet with helpful telephone numbers to give to senior adults to use in obtaining information they would be interested in.

The interviews were conducted either individually or in a small group. Information as to the workshops was presented in envelopes handed to participants at the time of registering. At a table near the door additional information was provided. In addition, each workshop provided handouts relating to the particular subject presented.

## CONFERENCE DATA

There were 76 men and women interviewed from about 250 people who attended the conference. Following is a list of the areas represented and the per cent attending from each:

|                     |     |            |     |
|---------------------|-----|------------|-----|
| Escondido           | 30% | Vista      | 24% |
| San Marcos          | 16% | Poway      | 4%  |
| Encinitas           | 8%  | El Cajon   | 3%  |
| Rancho Bernardo     | 3%  | Fallbrook  | 3%  |
| Illinois (visitors) | 3%  | Not Listed | 6%  |

### Gold Card Holders

Of the men and women interviewed, 68% were Gold Card holders and 16% of those used their card for identification. There were 69% Gold Card holders who used their cards for identification in the following ways:

- 19% Activities on Palomar College Campus
- 12% Discounts in general shopping
- 19% Putnam Library
- 14% Knew there were books in large print

Other uses: Theatre admissions, bus fares, college registration, zoo, date festival, free fishing license, garden club.

### What Is Palomar College Doing For You Now?

Of the men and women attending classes offered by Palomar College, 26% attended on-campus classes and 73.9% attended off-campus classes. Types of classes included are: Job skills, Physical Fitness, Arts or Crafts, Languages, Academic, Consumer Subjects.

### What Kinds of Programs At Palomar College Would Be Interesting To You?

Many people indicated more than one choice as to the programs they would be interested in. There were 37% who responded to non-credit courses, and 9% responded to credit courses. Thirty-two per cent of the people indicated they would be interested in writing, painting, crafts or playing a musical instrument. 24% responded to self-improvement classes such as nutrition and exercise. 21% indicated they would like advice in retirement, investment, or money management. Various other subjects were listed.

### How About You Teaching or Tutoring?

Men and women who have skills or academic background that they would share, 25 % indicated teaching and 19% indicated tutoring capacity. Of the responses, those interested in tutoring indicated as follows: children 30%, adults 25%, veterans 1%. The subjects listed included the following: marketing, administration, banking, tax collection, accounting, motion picture lighting, photography, penmanship, English, German, teaching, nursing, Spanish, typing, chemistry, ceramics, art, wood sculpture, beading, cooking, home economics, sewing, diet, nutrition, food business, meat cutting, P.E. skills, and travel tours.

### What Community Services Might Palomar College Provide?

Community services received a heavy response indicating their desire to receive enrichment courses more than ones of academic value. The following results are based on the total men and women interviewed: Lectures 57.89%, Concerts 75%, Travel movies 73.6%, Free legal counseling 60.53%. When asked if they would like the opportunity to work with Child Development, Veteran, Bi-Lingual, Multi-Cultural programs, all were mentioned, plus the nursing program. Under social activities 26.32% indicated they would be interested along with local tours and travel groups.

### EVALUATION OF CONFERENCE

All the topics presented at the Conference were well received. Among the favorite topics were consumer fraud, mobile home park problems, nutrition, home security, drug buying, tax information, legal counseling, wills, estate planning, Chiropractic (blood pressure), medicine, and medical quackery.

It was reported by some of the participants that the speakers appeared well qualified and that there was a good variety of subjects to choose from. Those who indicated they would attend another conference included 75% answering the questionnaire: 72% said it met their expectations, while 42% said they would like several conferences at Palomar College.

GENERAL COMMENTS FROM PARTICIPANTS AT CONFERENCE:

Happy to see people interested in seniors.

Very well programmed.

Good variety of subjects.

Good qualification of speakers.

\$1.00 registration fee was very little to pay for lunch, resources, people and materials.

Josephine Smith - Seniors felt they could communicate with her as a leader.

Roses placed on table for people to view closely was much better than being left in vases.

Carla Bouchard, leader of nutrition workshop, was very enthusiastic and well informed.

They appreciated Dr. Huber's comments.

Having most of workshops in one area was friendlier and people appreciated not having to move around so much.

Selma created a good image before the microphone.

Appreciated abundance of volunteers and young sitting with old.

Many at registration table allowed each senior to visit, ask questions and make comments.

Tables and chairs provided ample space to relax and talk.

Refreshments when desired created a homey atmosphere.

Lunch was delicious, nutritious and good variety of food.

Too many subjects.

Needed more publicity, not large enough response.

Tables to close for classes in dome.

Problems hearing speakers at tables.

May be easier to talk and hear if the individual speakers were provided with a booth in which to present their topics.

GENERAL COMMENTS Cont;d:

Decentralize conference and have mini-conferences in Vista, Escondido, and San Marcos with efforts to reach heretofore unreached, especially minorities, low income, etc. -- Out of college setting. Go where the people are.

Change name to more descriptive so senior will know it will benefit him/her so much he/she can't miss it.

Assign each gold card holder task of bringing 5 heretofore uninformed to mini-conferences.

Work through Chicano Federations and churches to publicize and recruit potential seniors in unreached catagories.

Publicity suggestions: "Try it, You'll Like it" "Questions Everybody Wants to Know But is Afraid to Ask"

Develop a questionnaire for all who attended this conference asking for feedback. Pinpointing positive values, possible suggestions, ways to involve others, etc. Send with stamped self-addressed envelope. Then follow up non-responders with telephone interview evaluation.

Have local meetings in homes of this conference's participants on a mini scale and recruiting unreached in each neighborhood.

Possible titles for workshops: "How to save money and live happily ever after"  
"How to get along with your car"  
"Having fun cooking for two"  
"Ways to have more fun being a grandparent"

"This was a beginning step but very elementary, not critical, but need to go much further.

Would like to have a flyer on values of having a gold card to pass out.

SUGGESTIONS FOR FUTURE CONFERENCES:

Every 3 months

Twice a year

Less subjects

Longer (entire conference, not sessions)

Subjects on:

Health

Government (Soc. Security benefits)

Security

New careers

Housework for Seniors

Dancing

Widowhood

Gardening

HEW Laws (bring people up to date)

Veterans benefits

Estate Planning for widows and widowers who have children, brothers, sisters or parents.

Second careers

Current Events

Arts & crafts

Government "Rip-Off"

Domestic

Politics

SUGGESTIONS FOR CLASSES:

Cooking for Two  
Short Excursion trips  
Theatre shows  
Esperanto Universal language  
Square dancing  
music programs  
Hiking  
General Welfare (heart, etc)  
Yoga  
Meditation  
Swimming  
Gardening  
Birds  
Income Tax  
Psychology  
Wills & Probate  
Languages  
Singing  
Dancing  
Nutrition  
Real Estate  
Woodshop  
Lectures  
Movies  
Places to see and to go in San Diego County.  
Lip Reading  
Living with senile people  
Furniture refinishing  
Slip Cover Making  
Reupholstering  
Canning  
Rushing Chairs

UNIVERSITY OF CALIF.  
LOS ANGELES

NOV 7 1975

CLEARINGHOUSE FOR  
JUNIOR COLLEGES